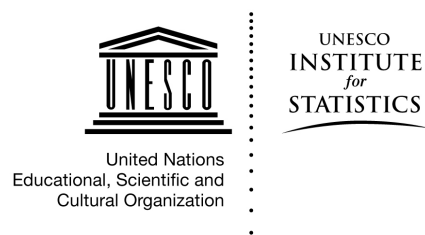


UNESCO Framework for Cultural Statistics: Task Force Meeting Summary

By Alfonso Castellanos Ribot, Chairman of the Task Force on the
UNESCO Framework for Cultural Statistics (FCS)

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Introduction

The UNESCO Institute for Statistics (UIS) launched in 2006 a thorough revision of the 1986 UNESCO Framework for Cultural Statistics (FCS). This revision has included a formal global consultation of Member States (Ministries of culture and national statistics offices) and international agencies which has started in January 2008. As a part of this process, a Task Force (TF) of experts was formed in November 2008 and met from 23 to 25 February 2009 in Montreal to discuss and finalize the FCS document. This report presents the main conclusions of that meeting.

The consultation process before the TF meeting included a series of regional consultation workshops where, in general terms, the new FCS was endorsed and supported, and with only some specific points where different opinions were expressed or clarification was asked.

During the TF meeting, discussions focused on the new version of FCS which resulted from the consultation process and included most of the comments received from Member States, or other stakeholders. It should be noted that before the meeting took place an exercise was undertaken to identify the main issues where no agreement had been achieved or that required further discussion. These issues constituted the agenda for the meeting and allowed a very rich debate that contributed to gain significantly both in terms of clarity and consistency in the FCS.

The TF members, experts in the field of culture policy and statistics, were selected on the basis of ensuring, as best as possible, a group that represented a balanced mix of regions, ministries of culture, national statistical offices and academic institutions, keeping the traditional UNESCO approach for creating an expert group. The members of the Task Force are included in **Appendix II**.

There was a consensus and recognition that the outcomes of the consultation process to date had been taken into account in the new draft and many participants congratulated the UIS culture team on their visible efforts.

Most of the issues discussed during the meeting can be grouped in four categories:

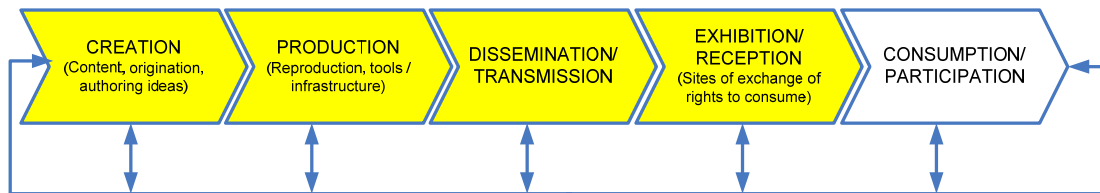
- Issues concerning the theoretical and conceptual model proposed by the FCS regarding the culture cycle, the understanding of functions and domains (the breadth and depth of culture) and the convenience of establishing distinctions between domains (core, expanded and related);
- Issues related with what and where to include (domains and activities) in a definition of culture that is operational for the statistical purposes of the FCS;
- Technical topics on how to measure culture through international statistical standards such as ISCO, ISIC and CPC, as the FCS is aimed to maximize data comparability and the potential for using existing surveys to measure cultural activity; and
- Methodological issues for measuring the social dimension of culture.

Though not to be included in the FCS final version, during the meeting some discussions took place about the next steps before the presentation to UNESCO General Conference in October 2009 and in the process of implementation.

1. Culture production cycle

A new version of the figure was proposed (**Figure 1**), with arrows linking every phase of the cultural cycle to underline the interrelations between phases. The function of transmission was made explicit in the phase of dissemination (considering intangible heritage).

Figure 1. Culture production cycle



After the meeting, another version of the figure (which intends to reflect better the idea of the cycle and the interaction between phases) was proposed to the Task Force members (see **Appendix I**).

2. Defining education/training and archiving/preserving as functions or domains

It was discussed whether it should be more adequate to consider education/training and archiving/preserving as functions or transversal domains. It was agreed that it was better to consider them as transversal domains, as it is proposed in the new version of Figure 2 that was presented (see *point 14*). The UIS agreed to provide more explanation and definitions on those domains to clarify their roles.

3. Domain F: Design & Creative Services

The Task Force agreed to keep the new *Domain F: Design & Creative Services* and, following the flexible approach posed by the FCS, each country could make the decision of including it or not (as in some countries, for instance, advertising is not considered cultural). It was also agreed that sales of advertising space should be considered in equipment and support material of each domain (i.e. Advertising Sales of Newspapers and Magazines should move from Advertising in *Domain F* to *Domain D: Books and press*).

4. Related domains – G: Tourism and H: Sports & Leisure

It was agreed that *Tourism* and *Sports & Leisure* should be considered as related and separate domains respectively as Domains G and H. Toys and games were designated as a part of *Domain H: Sports and Leisure*.

Considering the importance of cultural tourism for many countries more details on types of tourism pertinent for culture were requested. It was also recommended that the UIS should work in collaboration with the World Tourist Organization trying to improve data availability on this topic.

5. Intangible heritage

The TF acknowledged the following points on Intangible Cultural Heritage (ICH):

- The growing attention devoted to the ICH and traditional knowledge, representing a priority concern for developing countries.
- The lack of knowledge and definition about occupational categories in the field of traditional knowledge
- The necessity to limit the scope of the FCS to what was measurable
- The paradox between the unique nature of intangible heritage and the purpose of FCS aiming at comparability
- The possibility to reflect the processes characterizing ICH

It was agreed that intangible heritage, as defined by the 2003 UNESCO Convention, should be considered a transversal domain and, to avoid misinterpretations, not to consider traditional knowledge, which is a broader concept. However, this decision is to be reviewed with the section of Intangible Cultural Heritage of UNESCO Culture Sector in Paris.

6. Equipment and support materials

It was decided to consider equipment and support materials as a transversal category in Figure 2, but not to include the distinction between “core” and “expanded” domains. Consequently, the word “core” from the figure needs also to be eliminated.

7. Internet and websites

It was decided to include video games, websites (including Web portals) and internet products as part of *Domain E: Audiovisual & Interactive Media*. Internet as a general vehicle of cultural processes (i.e. computers) should also be implicitly included in *Equipment and Support Materials*. It must be pointed out that throughout the meeting there were several references to the significant impact of internet on the ways culture is created, produced and distributed with interactions with every function and each domain. During the discussion, it was even proposed to be considered as a transversal domain. Instead it was decided that the virtual form or digitized form of a product should be included in its respective domain (i. e. e-books in Domain D and virtual museums in Domain A).

It was agreed that a framework for cultural statistics should be dynamic and sensitive to these changes that could be derived from internet.

8. Music

It was agreed to keep all issues related to music (including recordings and downloads) in *Domain B: Performance & Celebration*. It reflects the rule of exclusivity that prevails in FCS. Each activity or product is included in a single domain regardless of format.

9. Libraries

The Task Force agreed on keeping Libraries (including Virtual Libraries) in *Domain D: Books and Press* rather than in *Domain A: Heritage*, as their primary function still has to do with books. Nevertheless, there was agreement on the need to take into account the evolution of their new roles and services.

It was also agreed to add book fairs to Domain D.

10. Crafts

The meeting arrived to the conclusion that data concerning crafts and related issues should be maintained in *Domain C: Visual Arts and Crafts* which should include products having a traditional character (in terms of patterns, designs, technology and materials). However, in the case of contemporary crafts they should be included in *Domain F: Design and Creative Services*.

11. Copyrights

The TF agreed that copyright was already included in each domain. Ideally, a classification should allow for the collection of data on licenses fees for all cultural domains. The TF acknowledged that the value of rights was an issue but not related to what the FCS was trying to achieve. The purpose was to assess the value of production instead of the generated revenues from copyright.

The UIS agreed to consult with expert in the field on this issue to see whether the current draft properly addressed copyright issues.

12. Measuring culture through ISCO, ISIC and CPC codes

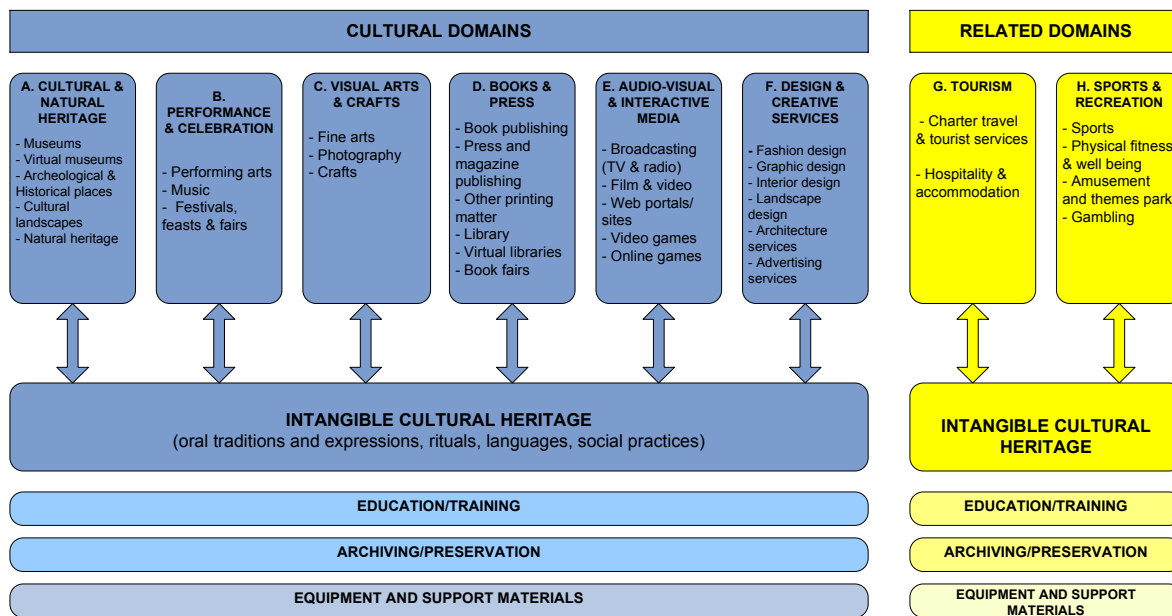
It was agreed not only to list the codes that are 100% cultural but also those where cultural and non-cultural components are included. It was suggested to add a criteria to those countries which can make the differentiation to single out only the proportion of the code that related to culture.

13. Social dimension of culture

The Task Force agreed that the social dimension of culture was a key area which was most welcomed in this new framework, compared with the 1986 FCS, but also pointed out that this dimension needed further methodological development. It was proposed to create two working groups: one on cultural participation and one on intangible heritage. It was also decided to include in the FCS recommendations on how to carry out a participation survey.

14. Figure 2

The TF agreed to a new version of **Figure 2** as follows:



FCS implementation and next steps

The TF discussed implementation issues and recommended some next steps that could be taken before and after the presentation of the FCS at the UNESCO General Conference in October 2009.

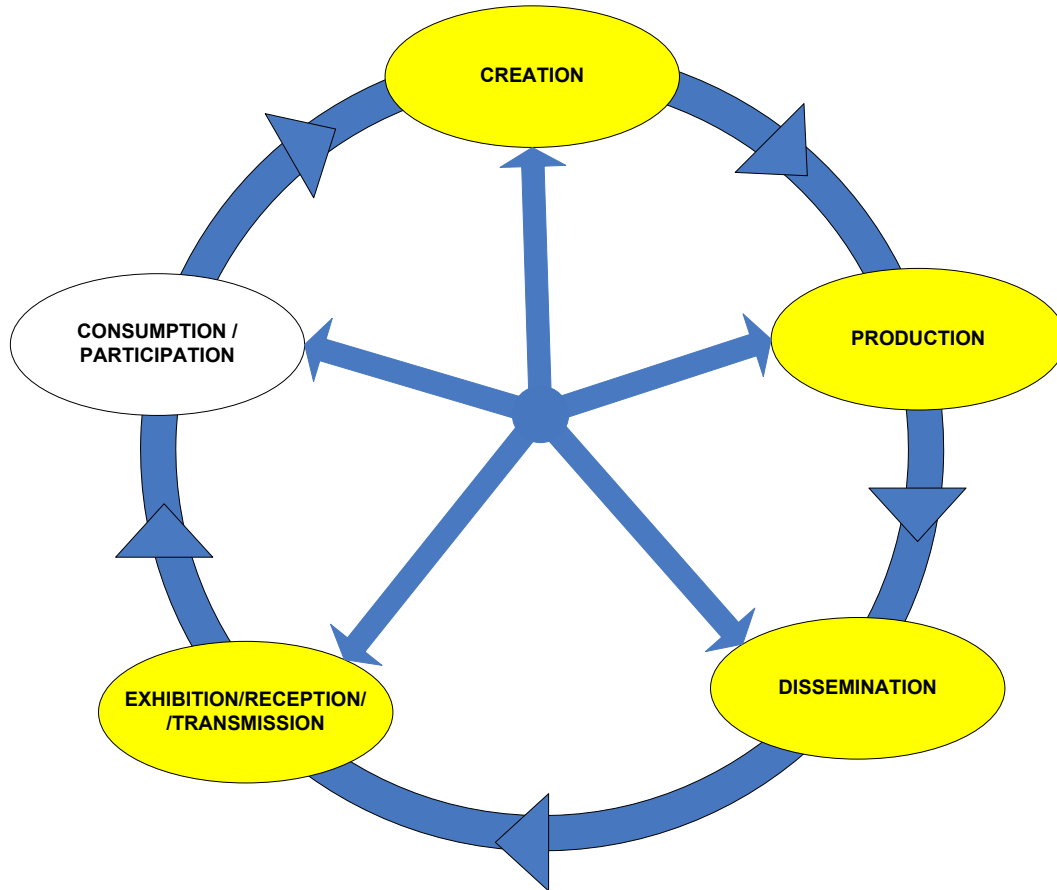
The following recommendations were made by the TF:

- There is a need to protect the process politically and TF members could form part of a network to raise awareness on the importance of the FCS and its implementation, including identifying funding opportunities from budget and extra-budgetary sources;
- The UIS would need to develop implementation guidelines and pilot exercises at national and regional levels;

- Developing countries would require training, capacity building and financial support in order to be able to implement the FCS;
- The UIS should consider establishing expert working groups in topics like intangible cultural heritage and cultural participation;
- There were possibilities of coordination with some of the projects supported by the UN Window on Culture and development, particularly those which have a component on data collection; and
- The importance of coordinating with other international and regional agencies (Eurostat, UNCTAD, OECD, WIPO, the World Bank, Organization of American States , OCPA, Convenio Andres Bello, among others).

APPENDIX I

Cultural cycle: New proposal



APPENDIX II

List of the Task Force members¹

Helen Beilby-Orrin, Statistician, Organisation for Economics Co-operation and Development (OECD), France

Vladimir Bina, Research Coordinator, Culture and Media, Ministry of Education, Culture and Science, Netherlands

Guiomar Alonso-Cano, Program Specialist in Culture and Creative Industries, UNESCO, France

Alfonso Castellanos Ribot, Consultant, Mexico

Ibtissam El Jouni, Specialist in Social Sciences, Central Administration of Statistics, Lebanon

Máté Kovács, Research Coordinator, OCPA (Observatory of Cultural Policies in Africa), Mozambique

Vijay Madan, Joint Secretary, Ministry of Culture, India

Liliana Patricia Ortiz-Ospino, Specialist in Cultural Satellite Account, Departamento Administrativo Nacional de Estadística (DANE), Colombia

JP.. Singh, Associate Professor of Communication, Culture and Technology, Georgetown University, United States

David Throsby, Professor of Economics of Cultural Policy, Macquarie University, Australia

TF members not present at the TF meeting in Montreal

Marta Beck-Domzalska, Statistician, Eurostat

Glenn Ujebe Masokoane, Director of Multidisciplinary Section, Cultural Development, South Africa

Marichu Tellano, Chief, Policy Formulation and Programming Division, National Commission for Culture and the Arts, Philippines

UNESCO Institute for Statistics (UIS)

Simon Ellis, Senior Programme Specialist of Science, Culture and Communication

José Pessoa, Programme Specialist in Culture Statistics

Lydia Deloumeaux, Assistant Program Specialist in Culture Statistics

Estelle Kamau, Statistical Assistant, Culture Unit

¹ The participations of Task Force members reflect their personal opinions and do not necessarily represent the views of the institutions where they collaborate.